

COMMITTEE GUIDELINES

CA Day Trade Show & Education Expo Committee

SEVA-CAI Board of Directors President-Elect will choose the CA Day Committee Chairpersons and CA Day Education Sub-Committee Chairperson one year to six months prior to taking office as President.

CA Day Committee Purpose

Promote member-to-member business networking opportunities, provide solid educational programming and raise revenue for the local chapter.

Committee Makeup

1. The CA DAY Committee shall consist of no more than 20 members who are either community association managers, business partners or CAVL volunteer leaders, or homeowner members.
2. Must be a paid member of SEVA-CAI in good standing.
3. Must have the ability to attend monthly meetings and additional time as necessary to fulfill the needs of the Committee.
4. Must be an active participant and attend 80% of the meetings to be considered a part of the committee to meet CAI Guidelines for designations.
5. Two chairs must be selected and confirmed by the President-Elect by October 1st.
6. Co-Chairs accept a 15-month assignment to the committee.
7. Each committee Member will be on a sub-committee

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The initial meeting of this committee should serve these functions:

- Introduction of Committee Members
- Meeting Dates and locations for the year
- Committee Members Expectations list (Should be the same for all Committees)
- Set and discuss budget compliance
- Appoint Committee Coordinators (Sub Committees)
 - Committee Secretary
 - Record Attendance at each meeting
 - Create Meeting Minutes of each meeting and provide to CED prior to the monthly Board meeting
 - Decorating – Sub Committee Chair and Committee Members
 - Plans and creates the Table Centerpieces (40 tables) to include the color of the tablecloths and center square
 - Plans the Center Stage Décor
 - Sponsorship- Sub Committee Chair and Committee Members
 - Reaches out to Business Partners to secure sponsorships and booth sales
 - Logistics- Sub Committee Chair and Committee Members
 - Works with the Exhibitors on set up day
 - Arranges for U-Haul to bring all items to location
- Pros and Cons from previous year
- Trade Show Booths - contracts received
- Sponsorships - contracts received
- Theme ideas for the coming year

Timeline	Checklist Item
May 1st thru 15th	Letter to all participants from previous year's show.
June 1st	Follow up letter with application and phone call to the participants.
June 15th	Compile letter to all prospective vendors and mail with app to same.
July	Establish layout for Trade Show (at hotel) where show will be held.
Aug. 1st	Follow up with phone calls to all vendors with letter mailed to them.
Sept.	2nd follow up.
Nov. 1st thru 15th	Push to close out registration of all vendors.
Dec.1st	Assign all booths in order of registration.
Jan 1st	Confirm with all vendors location of booths and inform about door prizes to be awarded.
Feb. 1st thru 15th	Reiterate to all vendors of date and time of set up, vendors reception, etc.
Day of set up	All signs should be posted on booths.
EXPO Day	All vendors set up and arrange for following year's sign ups.

Checklist Items	Timeline
Determine Date	1 Year Prior
Determine Space Requirements Secure Locations	1 Year Prior
Develop Theme	1 Year Prior
Graph Trade Show Room Layout	6 Months Prior
Create Trade Show Application	6 Months Prior
Choose Session Topics (Programs Committee)	6 Months Prior
Choose Speakers & Moderators (Programs Committee)	6 Months Prior
Send Confirmation Letters and Guidelines to Speakers/Moderators (Programs Committee)	6 Months Prior
Have Trade Show Application Printed	5 Months Prior
Design Flyer	5 Months Prior
Mail Trade Show Application	5 Months Prior
Have Flyer Printed - 1st Mailing	5 Months Prior
Insert Trade Show Application in Newsletter	4 Months Prior
Order Ribbons for Name Tags - Recruiter, Speaker, Moderator, Vendor	4 Months Prior
Order Promotional Materials - Buttons, Bags, Business Card Files	4 Months Prior
Order Nametags	4 Months Prior
Insert Press Release and Registration in Newsletter	4 Months Prior
Mail Flyers	3 Months Prior
Collect Handout Materials and Biographies from Speakers & Moderators (Programs)	2 Months Prior
Assign & Confirm Trade Show Booths	4 Weeks Prior
Have Signs printed - Sessions, Registration, Exhibitor, etc.	4 Weeks Prior
Prepare Exhibitor List	4 Weeks Prior
Prepare Exhibitor Registration Packages	4 Weeks Prior
Have Handout Material Printed	4 Weeks Prior
Have Evaluation Forms Printed	4 Weeks Prior
Arrange for Registration Personnel	3 Weeks Prior
Order Audio/Visual Equipment	2 Weeks Prior
Confirm Room Arrangements with Hotel	2 Weeks Prior
Prepare Evaluation Form Collection Box	1 Week Prior
Confirm Registration Personnel	3 Days Prior
Confirm Attendance Count with Hotel	3 Days Prior
Prepare Registration List	3 Days Prior
Prepare Nametags	3 Days Prior
Code Nametags for ribbons	3 Days Prior